

### ABSTRACT OF THE INVENTION

A system and method of distributing image prints to a plurality of recipients in which an order is received specifying a plurality of recipients and, for each specified recipient, a set of one or more images associated with that recipient. For each of the plurality of recipients specified in the received order, at least one copy of each image in the recipient's image set is printed. The printed image copies are distributed to their respective associated recipients. At least one of the specified recipients can be different from a user from whom the order was received. The images and print parameters of a first recipient's image set may differ from images and print parameters of a second recipient's image set. The print parameters also may differ among images within an image set. Each image set may include an arbitrary grouping of images designated by the user. The order can also include a single transaction sequence such as a single charge to a financial instrument. Receiving, printing and distributing can be performed by a single entity or can be dispersed among two or more different entities. For example, receiving an order can be performed by an enterprise providing a web front-end, and printing or distributing, or both, can be performed by a fulfillment enterprise different than the enterprise providing the web front-end. Printing and distributing may be an integrated process, may be performed by a single entity, or may be performed by different entities.